

## PFI Fareast

# The Chinese Footwear Market: Huge but Tough

*China has long shed its image as the world's workshop and has meanwhile become a very attractive marketplace. The Chinese have a pronounced hunger for famous «global brands» and high quality goods are much in demand. But a word of warning is in place here: Anybody wishing to gain a foothold in the Chinese market is well advised to first become thoroughly acquainted with the legal requirements pertaining to imported goods. PFI offers guidance through the Chinese standards jungle with all its surprising deviations from western standards.*

During the first decade of the new millennium, the Chinese footwear industry has undergone dramatic changes, and so has the Chinese footwear market. Now China is not only the biggest producer and exporter of footwear, accounting for more than 60% of the world's total footwear production and trade in recent years, but also a potential buyer and importer, backed by a fast-growing market. More and more famous international brands, such as adidas, Nike, Gabor, ecco, and Diadora, have entered the Chinese footwear market and carved out significant market shares, especially in the high-end segment.



Nowadays, however, foreign brands or companies wishing to enter the Chinese footwear market should pay more attention to the increasingly stringent supervision and standards. In line with the consumers' growing awareness of product quality, the Chinese government has begun to



strengthen market supervision and the Chinese Standards Committee has accelerated the pace of improvement of the standards system<sup>[1]</sup>. As of December 2014, China had a total of 69 national standards and 150 industry standards of relevance for the footwear industry. About 40% of the Chinese footwear standards have no equivalents in the ISO or European standards system, which often proves confusing for foreign traders. But it is precisely these product

standards which are so important for footwear production in that they provide a test basis for market supervision and ensure the healthy and orderly development of the Chinese footwear industry.

China has recently updated certain footwear product standards and the related testing methods, as shown by the examples in the table below:

<b>Product Standard</b>				
<b>No.</b>	<b>Standard Code</b>	<b>Standard Title</b>	<b>Replaced Standard</b>	<b>Executed Date</b>
1	GB 19340-2014	Adhesives for footwear and case and bag	-	24/07/2014
2	HG/T 2018-2014	Light rubber shoes	HG/T 2018-2003	01/04/2015
3	HG/T 2870-2014	Professional sports shoes for table tennis	HG/T 2870-1997	01/10/2014
4	QB/T 4861-2015	Performance requirements of shoe accessory	-	01/01/2016
5	HG/T 4809-2015	Cross-country rubber shoes		01/10/2015
6	GB/T 15107-2013	Athletic shoes	GB/T 15107-2005	01/06/2014
<b>Testing Method/Standard</b>				
<b>No.</b>	<b>Standard Code</b>	<b>Standard Title</b>	<b>Replaced Standard</b>	<b>Executed Date</b>
1	GB 30585-2014	Safety technical specifications for children's footwear	-	01/01/2016
2	HG/T 4805-2015	Rubber shoes – Determination of adhesion between rubber parts and textile fabric	-	01/10/2015
3	HG/T 4806-2015	Rubber shoes – Test methods for outsoles – Compression set	-	01/10/2015
4	HG/T 4807-2015	Rubber shoes – Test method of anti-perspiration for insole, lining and insocks	-	01/10/2015
5	HG/T 3689-2014	Test method of discoloration for footwear	HG/T 3689-2001	01/10/2014

PFI Group has its own branch on the Chinese Mainland -- PFI Fareast. PFI Fareast can assist clients in complying with the stringent safety standards prescribed by the Chinese Government for harmful substances and physical and mechanical safety of consumer products. Having established a rigorous system of quality management in pursuance of ISO/IEC 17025, PFI Fareast has obtained accreditation from various international ratification organizations and Chinese national management organizations: DAkkS, CNAS, CMA, and CPSC.

Do not hesitate to contact us if you have any further questions:

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[1] Under the Standardization Law of the People's Republic of China which came into force on 1 April 1989, there are four sets of standards. Listed in decreasing order of applicability, these are national standard, industry standard, local standard and corporate standard. National standards are classified into mandatory standard and recommended standard, their standard codes are GB and GB/T respectively. Industry standards are also classified into mandatory standard and recommended standard, their standard codes are QB or HG and QB/T or HG/T respectively. Footwear production falls under light industry. Local standards are mandatory standards enforced in administrative regions; corporate standards apply internally within an enterprise.